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Name Surname	Rosie Ayoub
Job title	Managing Director UK
Company	NORSTAT UK
Country	United Kingdom (GB)
Applying for	<input type="radio"/> President <input type="radio"/> Vice President <input checked="" type="radio"/> Council Member

Supported by

- Supporting member 1
Wale Omiyale
- Supporting member 2
Silvia Durrsperger
- Supporting member 3
John Mackay
- Supporting member 4
Bob Qureshi
- Supporting member 5
Matt Seabrook

Education & professional activities

Education: Open University Degree: Distance learning requires the utmost dedication and self-discipline. Like most researchers, my initial career-intent was somewhat different. I fell into research by accident, having studied Earth Sciences such as Geology and Physics. The theories of expanding space-time can probably be applied to many clients' project expectations! I have aspirations to complete an MBA in the coming years.

Business Experience: Currently Managing Director for Norstat UK. Responsible for all aspects of running the UK office from Marketing and Client Servicing to HR and Finance. Running a small business in the current financial climates and having a great network of competitors and colleagues gives me an insight into other businesses. We are all striving to make the most of limited marketing spend in an increasingly crowded space. With more companies from outside the industry coming into the fold, as the pace of technological advance increases we have challengers arising in new areas.

Previously: Client Development Director at SSI, Business Development Manager at Kudos, also at Toluna, Ciao Surveys and Harris Interactive. Responsible for a wide range of clients from independent consultants to large international agencies.

Industry Contributions: Most excited when sharing new research and ideas. I love being out at conferences, whether it is learning or presenting. My passion is research on research: be that best practice for questionnaire design and panel management or exploring new technique for the future such as chat bots.

Training: Previously supported an online panel and communities training day with the Market Research Society (MRS) in London, in conjunction with my time at SSI. Focusing on Respondent motivation, panel recruitment & data quality.

Activities on behalf of ESOMAR

While I have not been on the front line of ESOMAR, I have been very active behind the scenes over the last ten years. ESOMAR is a great resource and I am often the one taking your content out and spreading the word! I work with my colleagues and clients in interpreting and explaining the guidelines to ensure they are implemented appropriately. I make sure standards are upheld in the projects we run at Norstat UK. I will always share the webinars and the live streaming link from congress and encouraging the team who could not attend to log in and see what is going on. I am a firm believer in educating the unaware on the best practice suggested by ESOMAR. I go to as many of the local events I can, as these are invaluable when I have been unable to get to the events abroad.

Other activities

Respondent Focused: Massive advocate for the respondent experience within our industry: Just because we can do something, it does not mean we should. A survey should not be something we inflict on someone. Without respondents, we would have no business and their needs should be brought to the forefront of any project if we are to maintain data quality and the integrity of Market Research.

Broad Experience: I have worked across multiple methods including online, telephone, face to face and both quant and qual offerings. I feel I have a good grasp of the industry as a whole including the advent of new technologies which require constant learning and adapting.

Data Driven: I have a personal Passion for political polling. We see such variance between telephone and online, and even between different panel companies. There are reasons for some of the effects, (house effects, sampling effects, frame effects and more) but this can't tell the whole story. I feel faith has been lost - perhaps because of how panels are recruited or sampled. This will eventually become a major issue as we've seen from the trends in various reports: the validity and quality of research and sample is in question. Transparency needs to work alongside collaboration. I don't believe any one agency can work this our on their own.

Personal statement

I am pragmatic. I know people are short on all the important resources like time and money and yet they can still make amazing things happen. I have spent a very long time now benefiting from all the amazing work everyone else has put in and it is time to give back. My key thoughts: Legislation We have already seen GDPR in full force. Brexit is fast approaching and people will be affected on all sides. The politicians may be struggling with it, but I believe we need to stand firm in our industry and help provide guidance and interpretation of changing regulations. Half the challenge is, we do not know what the challenges will be yet! We are a multi-cultural industry and this will have a huge effect on people. As ESOMAR exists for its members, we have to be there to support; people are worried. We are also a self regulated industry which I believe is a good thing. But we have to help maintain this through the code of conduct and standards. But also working with local agencies such as the ICO for data protection or British polling council (or equivalent) to show we are being proactive in addressing the new issues. Knowledge & Training Knowledge is key to the future of our industry. I have often said that the newer researchers are not trained in the same way as the "old guard" of the industry. I believe that there should be some training available to everyone regardless of job level or financial contribution. Training can seem like an abstract concept to many, inapplicable or irrelevant to their daily jobs. I want to not only ensure that training and resources continue to be easily accessible, but that people know how to utilise and apply it to help with their future career development. Especially given the technological and legal developments, perhaps bite-sized free online courses could be made available to help encourage people to begin to interact with ESOMAR without any commitment. This may also help drive membership and engagement.